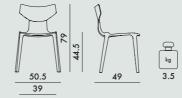


## 5803



post-industrial recycled thermoplastic technopolymer obtained from Illy coffee











discover New Project Re-Chair powered by illy

A new major partnership with the Illy Group supplements the unwavering research conducted by Kartell to develop innovative materials and promote sustainable production.

sustainable production.

For the first time ever, post industrial waste coffee pods are being used to regenerate material, which is ground into a granule-like consistency to give rise to the second raw material, giving the material a new lease on life so it can be injected into a Kartell mould to produce a designer product.

The partnership with Illy does not stop with the mere supply of recycled material, but it embraces a new way of managing the circular economy process between two excellences. The quality of a consumer industrial product leads to an industrial project which generates beauty and is in itself based on quality. It took almost two years of work to achieve the quality standard and the necessary mechanics to produce a chair from waste coffee pods. The symbol of this project is a chair, whose name brings to mind the subject of experimentation on recycled material. Re-Chair is the latest creation by Antonio Citterio for Kartell made from recycled material and now the special ambassador of project powered Illy caffè.







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powered Illy caffè.



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